

DRIVING NOW MADE SIMPLE FOR WOMEN

Elimination of Necessity for
Strength and Skill Is
Great Help.

By JOHN N. WILLEYS,
President of the Willis-Overland
Company.

Women have played an important part in the development of the automobile. Few people realize the fact that many of the refinements and conveniences that go to make up the modern motor car of today are due primarily to feminine requirements. The manufacturer who has not recognized the demand of women in the designing of his product has overlooked one of the biggest selling features in the business.

It is an established fact that in many cases the final selection of a car rests with a man's wife, sister or sweetheart. Not long after the inception of the automobile industry for a woman to drive a motor car was considered absurd. The complicated mechanism made it difficult for any but a mechanical expert to control a car. Laborious hand cranking, stiff shift levers and other inconveniences militated against women drivers.

Motor car manufacturers have realized that women care to know little of automobile mechanics. We have endeavored to perfect the operation of a car that she need hardly know what is going on under the hood. She can drive safely day after day without even a smattering of technical knowledge.

In designing the Overland we have endeavored to include every improvement and convenience which could in any way add to the simplicity of driving. Brake pedals have been given extra leverage to make them easy to operate. Gear shift levers have been placed where they are within easy reach. Electric self-starter has reduced what was manual labor to the mere pressing of a button. Electric lights have made unnecessary putting around gas tanks with matches in order to drive after dark.

The electrical switch box on the steering column, just below the wheel, is an Overland feature that appeals to men as well as women drivers. It places the controls for ignition, electric horn, front, side, tail and dash lamps within easy reach of the driver's hand. These switches can be locked, preventing tampering while the car is standing unattended.

The indicating devices, including speedometer, ammeter and oil light, feed as well as the carburetor priming button, are conveniently arranged within sight of the driver on the cowl dash instrument board.

With these conveniences, driving an Overland is rendered essentially simple and easy for the most untechnical. About all there is left to do is to sit at the wheel and steer.

MARMON ADVANCES PRICES.

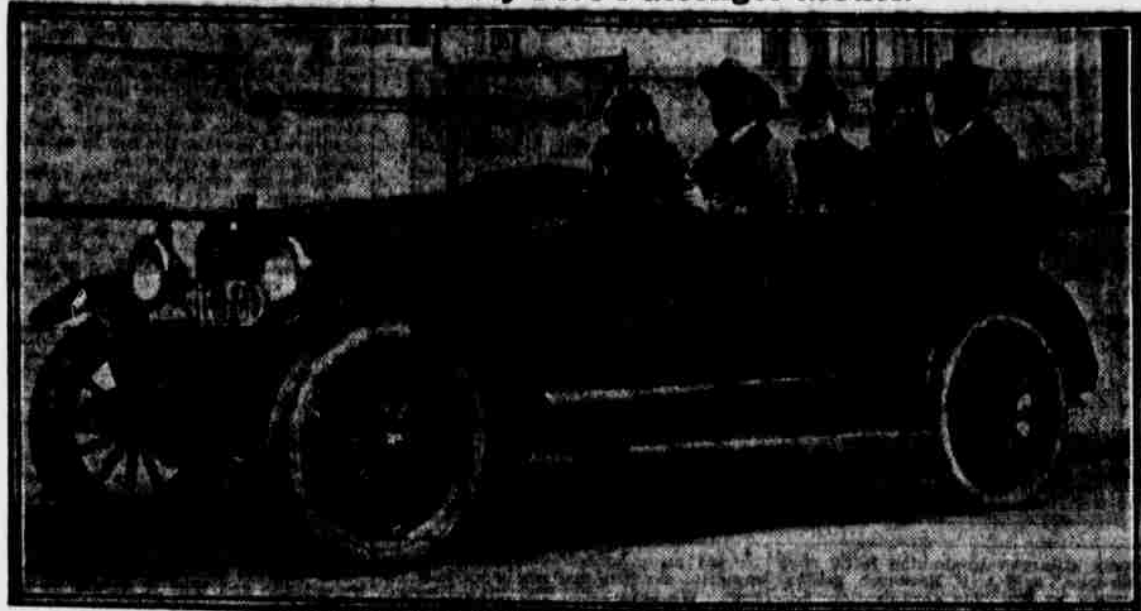
Increase of \$150 Per Car Made,
Starting January 1.

Marmon 24 prices advanced on January 1 \$150 per car, due to the great advances in raw material and labor costs. This applies to chassis prices as well as complete car prices and affects closed body types as well as open body types.

The price of the seven passenger Marmon 24 touring car will be \$2,100, the five passenger touring car will be \$2,050, while the three or four passenger roadsters will be \$3,100. Marmon 24 closed cars will range in price, according to the various types and makes of bodies, from \$4,500 to \$5,500. The advance came without surprise to car purchasers or dealers, as such advances by leading car manufacturers have been general, owing to the rising cost of raw material and labor.

The high quality of all materials entering into the building of the Marmon 24 makes them hard to obtain, and incoming material must be scrutinized very closely. The big demand for Marmon 24 cars has made orders upon raw material furnishers heavier than ever and consequently harder to supply even at advanced figures.

Graceful Liberty Five Passenger Model.



HUGE PRODUCTION OF TRUCKS COMING

Business World Just Awaken-
ing to Their Value, Says
Fulton President.

"The commercial world is calling for motor truck production as it has never called before," said William F. Melhuish, Jr., president of the Fulton Motor Truck Company, yesterday.

"Since the beginning of the terrible European war there has been an awakening to the importance of motor transportation so far reaching in its effects on motor production that even we in the trade have as yet been unable to comprehend its greatest significance. Truck makers have for several years expressed the belief that the sun of the greater motor movement had not yet risen above the horizon. The commercial use of the motor has been passing through the days of swaddling, and as we stand to-day, looking the future square in the face with our eyes wide open, I say that the greatest minds of the motor world do not grasp and cannot analyze what the next ten years will show in the world in the adoption of the motor haul. Nor can any one of us estimate the billions that will be created in the merchandising of the world—not only in the matter of saving, but also in speed, larger volume handled, and concentration of greater territory covered.

"The commercial field has been waiting for the popular priced truck. Just as the pleasure car field refused to open its arms until the masses were offered the chance to swell the throng with their numbers, so the average business man has waited to welcome a motor truck priced within his means.

"For several years my energies were devoted to the sale of what must now be termed high priced motor trucks. During these years the cry of the average business man, and by him I mean the man carrying a \$10,000 to \$15,000 business rating, was constantly ringing in my ears. He wanted trucks, but his call was for the light or 1 to 1½ ton units, and he wanted the price within reach.

"His contention was soundly based on the steady reduction in pleasure car prices, with constantly increasing efficiency. 'Why,' he asked, 'is it not possible in truck production?'

"It was possible, it is possible, and it will continue to be possible, not only to reduce the price again and again but to build better and give more for the money as we go along. We have proven this in Fulton trucks.

"Trucks are going to come down in price, literally millions will be in use within five more years, and the popular class—the 'tonner'—that sells above a thousand dollars will be hard to find."

BUYERS MUST BE SHOWN.

Visitors at the Palace Test Car
Merits Themselves.

An amazing incident occurred at the Liberty booth yesterday. A serious automobile wise man pushed his way through the crowd surrounding one of the cars and delicately but with great deliberation pushed the clutch pedal with the index finger of his right hand. He stopped, then did it again, with a far away look in his eyes. After a minute's deliberation the same procedure was followed with the emergency brake.

About ten feet away Percy Owen, the president of the Liberty Motor Car Company, was an interested spectator of the incident, and as one of the salesmen engaged the intending buyer in earnest conversation on the general merits of the car he turned to a friend and said:

"Isn't it remarkable the astuteness with which the automobile buying public are now judging the value and merits of an automobile? They are not accepting broad statements as facts. They've got

to visualize every merit claimed for a car. And this leads me to believe that our advertising psychology, aimed at the conditions to be met with to-day, exactly hits the bull's eye.

"As you know, we have featured the ease with which our gears are shifted, and the ease with which our emergency brake is engaged, and we have been at particular pains to state these facts in our advertising simply and directly. And when that man came to the Liberty booth he went directly at our statements and proved them for himself. He may buy a Liberty car, or he may buy some other car, but he will never forget the facts he proved for himself. And I think it is a great relief to the entire industry that our potential customers have a sympathy with and a spirit of cooperation in our efforts to give them what we say we have."

Premier Motor Light.

Earl G. Flynn, the American pioneer builder of aluminum motor cars, said yesterday that the Premier motor is 255 pounds lighter than the same model would be if its cylinder block were built of cast iron.

Cadillac
Standard
of the World

YOU may have experienced what you believed to be the acme of travel comfort.

But when you come to the Cadillac, you know that you have found what *travel comfort really is.*

PEERLESS TRUCK DEMAND GROWING

New Space Now Available at
Factory to Manufacture More
Commercial Autos.

Although overshadowed during the past two years by a spectacular war truck business, the production of commercial motor trucks at the Peerless Motor Car factories has been steadily increasing since the first commercial vehicles were turned out at the Cleveland plant nearly six years ago.

The Peerless Motor Car Company is rapidly completing plans to care for a greatly enlarged domestic business in sale of motor trucks and has recently added to its national sales organization J. B. Ludlow and T. J. Fay, who are widely known as experts in arranging motor truck service.

The company is adhering to the policy it established when it began to manufacture motor trucks of ascertaining the adaptability of its product to the work to be accomplished before completing the sale. It has been found through a period of more than five years that the policy is sound, a fact that is shown in the history of Peerless motor trucks in service. Practically all of those first manufactured are still at work for their original owners.

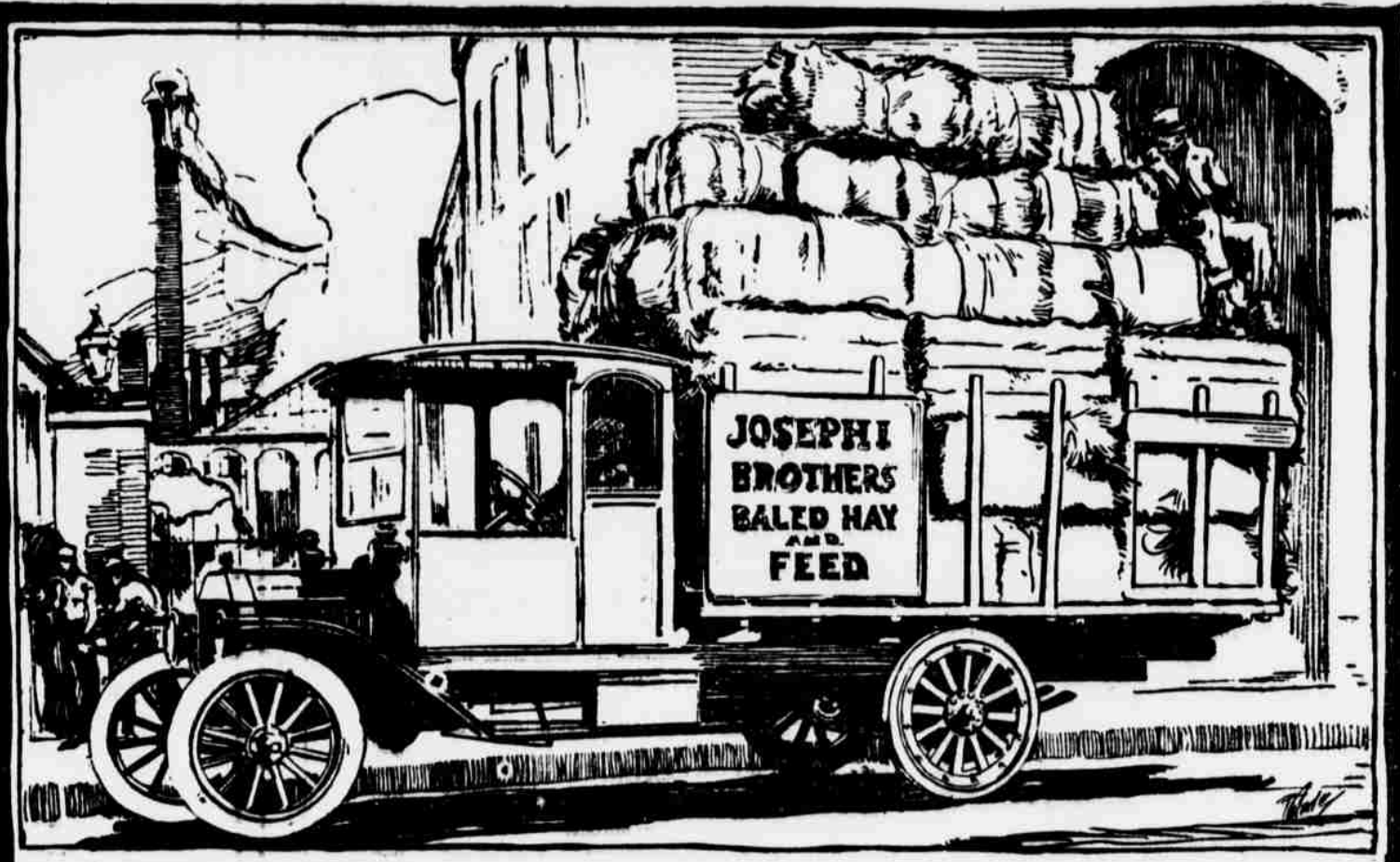
One of the first five trucks built was delivered to the Cleveland Builders Supply Company of Cleveland early in the year 1911 and has been working in almost daily service for its owners ever since. Although more than five years old and on the customary basis of 20 per cent. depreciation per annum has more than paid for itself in depreciation charges alone, the truck is still in commission and is doing its work side by side with recently purchased vehicles.

The erection of three new factory buildings, which will be used exclusively for the manufacture of its Model 66 passenger car, will make available more space in the Peerless factory for the manufacture of motor trucks. This addition to the plant has been made necessary not only by the growing demand for Peerless passenger cars, but by the steadily increasing needs of the domestic truck business.

Does your clutch push
hard? Try the easy
clutch of the

LIBERTY

at the Show, 3rd Floor, and
think how it saves *fatigue*
in a day's motoring.



Smith Form-a-Truck

The
Motor Car
Accessory
That
Brought
Hauling
Costs
to their
Lowest
Point

\$350

F. O. B. CHICAGO
AUTOMOBILE SHOW
FOURTH FLOOR—61 & 63

Smith Motor Truck Corporation
Manufacturers of Smith Form-a-Trucks

Executive Offices and Salesrooms, Suite 925 Smith Form-a-Truck Building
1470 South Michigan Boulevard, Chicago

Eastern Branch
1875 Broadway, New York

Pacific Coast Branch
Pico and Hill Streets, Los Angeles

Southern Branch
120 Marietta Street, Atlanta

TAKE your hauling costs out of the
profit wasting class — put your
delivery work on a money earning basis.

That is what 10,000 owners of Smith Form-a-Truck have already done — what you can do when you buy this attachment that converts any Ford, Overland, Buick, Dodge, Maxwell or Chevrolet car into a fully guaranteed one-ton truck.

Your used chassis can be turned into a delivery vehicle of remarkable service that will do the work of from three to four horses — faster — better than any other form of hauling you can employ.

And the conversion can be made in a few hours — by two men. The completed truck is sturdy — permanent — as well built as the highest priced truck you can buy.

See Smith Form-a-Truck at the Automobile Show — see how it has been used by the biggest corporations in the United States. The actual service figures are staggering in the new conception of economy they bring to motor hauling.

Dealers call at our New York
Branch for big dealer proposition.

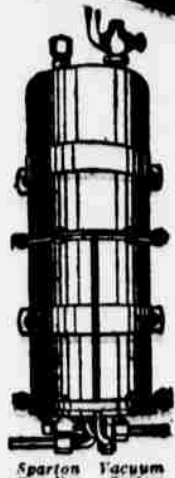
SPARTON

At the Automobile Show
See These High Grade Cars Which Carry
Sparton Motorhorns
as Standard Equipment

Packard
Chalmers
Winton
Stutz
Kissel
Mercer
Peerless

Hudson
Studebaker
White
Marmon
Cole
Jordan
Briscoe

Haynes
Pathfinder
Owen Magnetic
Jackson
Marion-Handley
National
And 22 others



Sparton Vacuum Gasoline System



Sparton Honey-Comb Radiator



Sparton Radiator Fan

Sparton Quality Products

Sparton radiator fans, Sparton honeycomb radiators used by a majority of high-grade motor car manufacturers.

The Sparton Vacuum Gasoline System

Introduced at the show — the most efficient device of its kind produced — under every condition supplies the carburetor with plenty of gasoline.

The Sparks-Withington Co., Jackson, Mich., U. S. A.

All Sparton quality
products exhibited in
Spaces C 81-82-83-100.

